

Role	Membership Account Manager
Lead by	Membership Director
Leader to	N/A
Location	Hybrid (Norwich / Home) with frequent travel across Norfolk
Contract	Permanent Full Time (37.5hrs per week) With some early morning and evening commitments for events

Role Overview

The primary purpose of this role is to grow and retain Norfolk Chambers membership by proactively opening new B2B relationships, understanding what drives each business, and embedding their people into relevant commercial networks, communities, and services. A core operating principle is that people are at the centre of what we do. Their business might buy membership, but it's the people within that business that use it.

This role goes beyond treating all members identically or waiting for inbound queries. It applies commercial judgement across a segmented model. The successful postholder will combine outbound commercial drive with genuine business curiosity and disciplined follow-through, selling an intangible service whose value must be continually co-created and demonstrated over time.

Key Responsibilities:

- **Outbound Lead Generation:** Identify and approach prospective members using phone, email, LinkedIn, networking, and referrals, never relying solely on marketing.
- **Discovery-Led Pitching:** Conduct discovery meetings with founders, MDs, and functional directors; uncover organisational pain points and tailor propositions.
- **Commercial Closing:** Confidently handle objections, maintain deal momentum, present value, and ask for the business.
- **Multi-Stakeholder Penetration:** Manage a portfolio of SMEs and corporate members, building relationships across departments rather than relying on a single contact.
- **Data-Triggered Interventions:** Monitor engagement signals across accounts to step in personally when risk or expansion opportunities emerge.
- **Introductions:** Connect members to peer communities, commercial partners, and supply chains, following through to verify that the connection delivered tangible value
- **End-to-End Community Ownership:** Take ownership of sub-communities and peer groups.
- **Facilitation and Follow-up:** Host and facilitate events with authority, orchestrate introductions, and convert event attendees into membership pipeline or renewals.
- **Credit Control:** Follow up directly on overdue and unpaid membership invoices to protect recurring subscription revenue.
- **Pipeline & Portfolio:** Promptly and accurately record prospect objectives, stakeholder mapping, contact histories, commitments, and next actions.

You will be accountable for:

Pipeline & Acquisition: Volume of outbound opportunities and pipeline value, conversion rates of leads to closed sales contributing to Net new member acquisition against targets.

Member Value: Speed and quality of member onboarding completion, multi-contact account penetration and high-value introductions, connections, and support engagements.

Retention & Revenue Protection: Percentage of renewals completed on or ahead of renewal dates, the volume and revenue value of retained members across the allocated

portfolio, early identification and turnaround of at-risk accounts, and timely recovery of outstanding or overdue membership fees.

Community & Event Impact: Delivery of impactful and engaging events, measured against objectives including turnout, feedback, and post-event relationship follow-ups.

Role Specification

Experience	
Essential	Desirable
Proven track record in B2B sales, commercial business development, or commercially led account management.	
Demonstrated experience in generating opportunities through outbound, proactive prospecting (phone, digital, networking) rather than purely processing inbound leads.	
Evidence of winning business via discovery questioning, consultative pitching, objection handling, and closing.	Experience selling membership, subscription models, professional services, or intangible services where value is realized over time.
Experience managing an existing B2B client portfolio, identifying retention risks, and leading commercial renewal discussions.	Experience designing, organizing, and executing commercial B2B events or structured business roundtables.
Track record of hosting, presenting to, and facilitating business gatherings or peer networks.	Established local network within Norfolk's business community.
Disciplined pipeline and relationship management using digital CRM systems.	Experience working within a multi-functional team across a not-for-profit or membership body.
Knowledge	
Essential	Desirable
Strong commercial acumen and understanding of B2B organisational mechanics (how businesses make decisions, generate profit, and manage costs).	
Solid grasp of the challenges and opportunities facing Norfolk businesses across multiple sectors.	Familiarity with regional economic development priorities, business support ecosystems, and policy drivers (e.g. LSIP, devolution, international trade).
Understanding of relationship segmentation and customer lifecycle management.	Understanding of how digital engagement data, triggers, and automated campaigns interact with personal account management.
Skills & Personal Approach	
Essential	Desirable
Ability to ask probing questions, listen actively, and translate business operational objectives into tailored solutions.	

Confidence and credibility when engaging founders, managing directors, and senior functional leaders without relying on scripted sales pitches.	
Ability to present to a room, welcome attendees, steer discussions, and catalyse networking between strangers.	
Comfortable initiating contact where no prior relationship exists and persisting through objections.	
High personal organisation to juggle outbound prospecting, account reviews, event logistics, and CRM administration simultaneously.	
Full driving licence, access to a vehicle and ability to travel around Norfolk as required	
Balances warmth and trust-building with the assertiveness needed to ask for commitments and close business.	
Comfortable with evolving propositions and working cross-functionally across a lean team.	